

SHEAFFER'S

*Review*

JANUARY 1961



# SHEAFFER'S REVIEW

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Iowa, U. S. A., for

W. A. Sheaffer Pen Company People  
Throughout the World

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EDITOR - - - DICK PRIEBE

## On The Cover

The Review camera catches the precision form which has made Lorena Wilcox, Pen Point, the top woman bowler in Iowa. Lorena, who competed this month in the National Match Game championships at San Bernardino, Calif., says that a smooth, relaxed approach is the secret in championship bowling. For further information on her bowling career, see story on page 3.

## News Notes . . .

A New Products Division has been formed by Maico Electronics, Inc. Vice-President and General Manager John Kojis said the move is aimed at "continued growth in the hearing aid field and an improved position in the rapidly expanding field of industrial electronics."

Mr. Kojis said Maico is "developing some revolutionary new products which will be manufactured by new techniques. These products, together with increasing government and industrial demand for our Maitrol conveyor control system, offer substantial growth opportunities."

At the same time, Mr. Kojis announced the appointments of David Prosser as manager of the new division and James Utne as assistant to the general manager. Dave was formerly with Sessions Engineering Co. of Minneapolis. Jim will supervise purchasing functions and work on special assignments to achieve maximum efficiency in Maico's organization and internal procedures.

\* \* \*

Vice-President Leon Black and Maico General Manager John Kojis late last year completed a tour of Maico's European operations, visiting five countries and eight cities in two weeks. In their talks with Maico dealers, they covered plans which will enable the European representatives to work more closely with the parent company in exchanging sales, promotional and technical information.

# Compact Cartridge Pen, Ballpoint With "Reminder" Clip Head List Of New Products Being Introduced

A NEW line of quality fountain and ballpoint pens currently is being introduced by the Retail division.

Unveiled at the national sales meeting last month, and now available to selected retailers, were five new products, which are added to our current PFM and Lady Sheaffer writing instruments and broad desk set line.

The feature item is a compact White Dot cartridge fountain pen that is a full inch shorter than standard fountain pens in closed position, yet holds a large ink supply and is the same length as other pens when open, assuring true balance for writing ease and comfort. The pen has a 14-karat gold inlaid point, wide gold-filled band, "see-thru" window in barrel for checking ink supply and exclusive innerspring clip. It retails at \$10, with pencil at \$4.95.

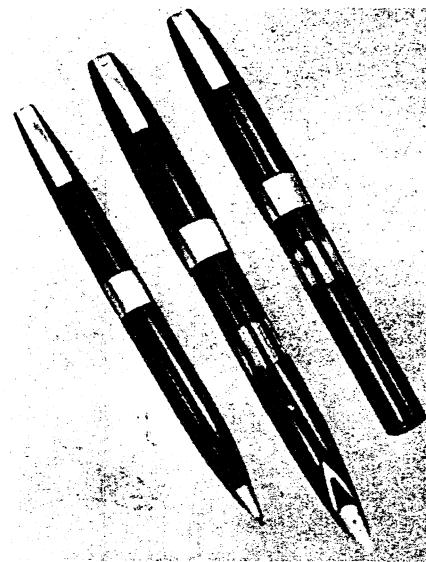
"The cartridge pen has provided the answer for consumers who want both the top writing qualities only a fountain pen provides and the filling convenience of a ball point," Ed Reavey, Retail division marketing director, pointed out. "We've given them this, and we've added the selling features of an easy way to check ink supply and new convenience in fitting the pen into pocket or purse."

1. A White Dot ballpoint featuring the new "Reminder" clip that expels and retracts the writing unit, making it impossible to place the pen in a shirt or coat pocket with the point exposed and creating a new, distinctive ballpoint design by eliminating the restrictions of a button on top of the writing instrument. The pen has gold-filled clip and band with gold plated barrel tip. It retails at \$3.95.

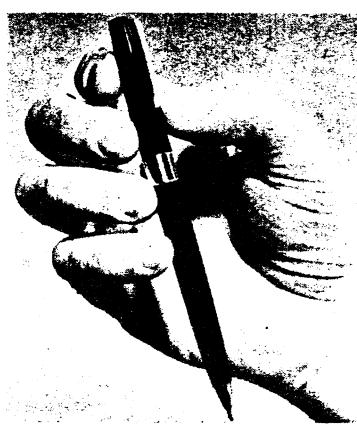
2. A \$2.95 ballpoint with the "Reminder" clip, stainless steel cap and chrome-plated clip. Refills for this pen, and the \$3.95 ballpoint, will have the new Dokumental Skrip 303 writing fluid.

3. An "Imperial IV" White Dot fountain pen with matching cap and barrel, gold-filled band and clip, and Touchdown filling mechanism, retailing at \$12.50, with matching pencil at \$5.

4. An "Imperial VI" White Dot fountain pen with plastic barrel, high-polished white metal cap, 14-karat gold inlaid point, gold-filled band and clip, and Touchdown filling mechanism. It retails at \$17.50, with matching pencil at \$7.50.



Left to right, compact pencil, compact cartridge pen in open position, compact pen closed (showing difference in length). Note "see-thru" window in barrel.



"Reminder" clip in action.

*Iowa's Top Woman Bowler . . .*

## Lorena Wilcox Reaches Kegling Heights in 8 Years

**W**HEN LORENA Wilcox joined our company in 1952, she had never bowled in her life. This month, little more than eight years later, she competed for the national match game championship in San Bernardino, California, as the top woman bowler in Iowa, holder of the state match game crown, which she won this year for the second straight time.

Lorena, now secretary in the Pen Point department, is modest in accounting for this rapid rise to bowling's lofty heights. "I'm lucky," she says. "You have to be lucky to be a good bowler."

Surprisingly, Lorena reports that she did not like bowling when she first tried it—in our employee league on the clubhouse lanes in 1953. Her average was over 140, good for a beginner, but Lorena says that she planned to drop out after the first year. When her teammates succeeded in changing her mind, a new

star had entered bowling circles.

Lorena had her introduction to tournament play when she entered the Iowa State Women's tournament in Des Moines three years ago. Since then she has appeared often on the tournament trail, and bowled in about 20 last year.

"The biggest tournament I've entered was the 1959 Women's International Bowling Congress National tournament, held in Denver, Colorado," Lorena says. In that top affair, she hit a 643 series in the singles competition, good for seventh place in a field of 50,000 bowlers.

In a short career which has already had more than its share of highlights, Lorena says her biggest thrill came last October when she bowled an exhibition against Marion Ladewig in Burlington. "I beat her by nine pins and won two out of four games," Lorena says. Mrs. Ladewig, winner again this year of

the national invitational crown, is generally recognized as the nation's top woman bowler.

Lorena reports that her top series in league play has been 673 and her top game 278. This fall, in open play, she just missed her first 300 game, blasting 10 straight strikes before a stubborn five pin broke the string.

Lorena has one bit of advice for fledgling bowlers who would like to get better—"relax." "You need a smooth, relaxed approach," she points out. "That's the game."

As Lorena participated in the national match game meet this month, competing with champions from every state in the nation, she wore the word "Sheaffer's" across the back of her bowling blouse. Those who know her would agree that her fellow employees could not have had a better representative, when it comes to bowling skill or otherwise.

### Loveless Visits Brazilian Plant

Left to right, Karl Dinnauer, president of our Brazilian subsidiary; former Iowa Governor Herschel Loveless; Ed Lawlor and Don Grant of the Brazilian subsidiary. The picture was taken late last year during a visit to Sao Paulo of 28 U. S. governors. A part of our plant is in the background.



### Sheaffer Good Neighbors . . .



Dick Canella, assistant controller in the Finance Division, has been active in the Junior Achievement program for several years and is now serving as executive director. He is also a board member and treasurer of the Fort Madison Student Center Association.

Dick lists golf and fishing as his favorite hobbies. He has been an employee for 14 years.

### —CAFETERIA SPECIALS—

#### Banana Nut Cake

1 3/4 cup cake flour	1/4 cup buttermilk
1 1/4 cup sugar	1 cup mashed bananas
1 t. baking powder	1/4 cup buttermilk
1 t. baking soda	2 eggs
3/4 t. salt	1/2 cup pecans (chopped)
1/2 cup shortening	

Sift together first five ingredients. Add shortening and mix thoroughly. Mix together first item of buttermilk and mashed bananas and add to first mix beating well. Beat eggs, add second item of buttermilk and stir thoroughly into other mix. Fold in chopped nutmeats. Pour into 8" layer cake pans. Bake at 350° F. for 30-35 minutes.

\* \* \* \*

#### Macaroni Salad

3/4 cup macaroni	1 cup tomatoes,
1 cup ham (scraps)	fresh-diced
may be used)	1/2 cup 1000 island dressing

Wash dry macaroni and place in boiling water to which has been added 1 tb. salt, 1 tb. vinegar and one small onion for each quart of water. Cook 10 minutes or until tender. Drain. Cover macaroni with cold water to blanch and then drain again. Cut macaroni in small pieces, dice ham and tomatoes, and mix all ingredients together.

*From Teen Age Business Tycoon . . .*

*To Concentration Camps . . .*

*To Freedom*

## For Nathan Zepell, Sheaffer Development Engineer, Riga, Latvia, and it's 'Ghetto' is a Lifetime Away

**T**HE IDEA for the "Reminder" clip on the new White Dot ballpoint pens we introduced this month had its beginnings over 30 years ago in the imaginative mind of a teen age boy in Riga, the capital city of the Baltic State of Latvia.

The boy was Nathan Zepelowitch, and today his mechanical talents are still focused on the improvement of writing instruments. But the setting is far different, separated from his boyhood days in Riga first by meteoric success as owner of his own business enterprise, then by the horrors of World War II and four years in Nazi concentration camps, and finally by escape to freedom.

Nathan now lives in Fort Madison and works as a product development engineer in our Research and Development Division. On November 29 of last year, his new life in America took on full meaning when he received his citizenship papers. In doing so, he changed his name to Nathan A. Zepell, which as he smilingly says, will make it much easier for his many Fort Madison friends.

### **Nathan Holds Many Patents**

Nathan perfected the "Reminder" clip after coming to America from Israel in 1949, and it is one of many patents he holds on writing instruments and other devices in the mechanical and electrical fields. During his first nine years in this country he lived in New York City and worked as a freelance inventor. He joined our company in September, 1959, after a brief interlude as a partner in an eastern firm, the Wings Pen Company.

Nathan looks back on the events of his life with an understandable reluctance, because there are many things he does not like to think about. But

his matter-of-factness, ready smile and quick, wry sense of humor all completely belie the tragedies and hardships which are behind him.

His grasp of the English language is remarkable for someone who, 10 years ago, knew only one expression—"all right." As you talk with Nathan, you learn that his conquest of English has raised the number of languages he speaks to six. The others are Latvian, Russian, German, Hebrew and Jewish.

In the 25 years of his life in Riga before the dark clouds of World War II descended upon Latvia, Nathan qualified well for the description of child prodigy become successful business tycoon. He started tinkering with models of various mechanical devices at an age when most youngsters are playing tag in the back yard, and by the time he was a teen-ager he had already acquired his first patents.

He concentrated on technical subjects during high school and later specialized in electro-mechanics at the University of Riga. During the years at the university, his inventive imagination was sharpened to a keen edge, and there were many ideas he was eager to try out. But the depression which had struck America a few years before had reached Latvia in 1933, and Nathan's first search for a job, for someplace to focus his energy and talents, led nowhere.

Then one day he walked by a store window which included an advertisement for fancy door handles. He stopped to look at it, and as he did, he got the idea which was to launch his business career.

"The main industry in Latvia was lumber and furniture," Nathan points out. "and items such as these door handles were highly profitable. The

particular handles advertised in this store window were made in Germany and priced at the equivalent of several American dollars. I felt certain I could make them so they'd be just as attractive and sell them for much less."

The first step was to get samples of the expensive material from which the handles were fashioned. This loomed as an imposing hurdle, since Nathan's finances were in dire shape at the time, but he assumed his most business like manner and approached the owners of a large store.

"I'm thinking of manufacturing a product with this material," he told them, "and I'd like to get some samples." It was the right approach because, as Nathan recalls with a twinkle in his eye, they were most accommodating.

### **First Sale Made**

Armed with the samples, Nathan arranged to use the workshop of a friend, where he fashioned 50 of the door handles. These he took to a Riga hardware store.

The store owner examined them carefully and then asked Nathan if he represented a German manufacturer. Nathan said that he did not, without supplying further details about their origin.

"I'll buy them if the price is right," the owner said. "How much do you want?"

"You can have the 50 for 100 lats," Nathan replied. (The lat was the official money of Latvia, but it has disappeared under communist rule. It could be exchanged for several American dollars.)

It didn't take the owner long to add up the difference between a cost of 2 lats per handle and the going sales price. In fact, he was so sure Nathan

must be making a mistake that he took careful pains to prepare a written statement that his obligation had been fully met with the one payment.

"He couldn't have known how much money that was to me," Nathan says. "After I left the store I kept touching my pocket to make sure the money was still there."

With this financial bonanza, Nathan was, at just under 19, able to start his own business. It was a success from the outset, and its growth was speeded by the installation of automatic machinery Nathan designed himself. "As we know it today, automation was largely unheard of, especially in Latvia," Nathan says, with nostalgic pride in his voice.

In 1940, Nathan's business career and, in fact, the entire normal fabric of his life were torn asunder, and they would never be the same again. In that year, the troops of Soviet Russia marched into Latvia and took over the country. A year later, they were driven out and replaced by a new horror, the black-shirted "supermen" of Adolf Hitler's Third Reich.

#### Communists Confiscate Plant

The Communists promptly confiscated his plant, although Nathan was allowed to stay on as manager when his former employees joined together to make the request. So he remained at least partly free, although it was an uneasy freedom. "When you went to bed at night, you never knew what would happen by morning. Many people stopped sleeping in their homes,

so they couldn't be so easily found."

The Nazis completely destroyed all traces of freedom and human dignity. With orders to "kill the Jews," they brought to Riga and its people an unspeakable depravity, which spread over the city like a plague.

"Along with thousands of others, I was thrown into what has come to be known as the 'Riga ghetto,'" Nathan says. Then, speaking slowly and quietly, he briefly describes the terror that followed--that stretched into months and years, with death and the threat of death marking each step of the way.

#### Riga is "Butchering" Place

"Riga became a butchering place," he says, "Jews marked for death came in by car loads and disappeared the same day. On December 8, 1941, 32,000 people were slaughtered in the streets."

Nathan pauses for a moment, then says, "They included my parents, my fiancee and the members of her family. I watched as they were shot down."

Nathan cannot precisely account for the fact that he lived through that day and the many that followed. It was partly due to his mechanical skill, because the Germans found it useful for him to live. Partly it was luck. Mostly it was faith. "If I had lost faith, and if I had not believed that I would someday be liberated, that would surely have been the end," he says. "Many committed suicide. Sometimes, if I had known of the brutality that was to come, I might have done so too."

In 1944, after three years in the Riga ghetto, Nathan was moved to a concentration camp at Stuthoff, Germany, near Danzig. It was known as a "death" camp because its sole function was the operation of gas furnaces. But Nathan's mechanical skill was needed so badly by the Germans that he became a rare exception and was transferred to another camp, a branch of the infamous Buchenwald.

Through all of these months and years, as each morning came, Nathan could not give in to the fatigue which reached every part of his body, or the hunger which gnawed at his stomach. To be sick was unthinkable. "The Germans always told us they had a 'perfect' remedy for those who couldn't work," Nathan says.

In April, 1945, he escaped from the camp. For a month, during which it rained almost continuously, he lived in the woods, keeping himself alive by eating raw potatoes.

Then, in May, the Russian army liberated the camp prisoners. Nathan was freed at Prezien, a small town some miles from the camp to which he had made his way.

"I weighed 87 pounds (compared to his present 150)," Nathan says, "and I was told I was near death because my body had begun to lose the ability to create red blood corpuscles. Apparently, in a few more days I would have lost the battle."

Now, Nathan says, it seems strange to him that he should be fighting to keep his weight down. "I eat way too much," he observes, "and I should lose a few pounds. But I can't throw anything away—not even a slice of bread. I always remember that one piece of bread was once the daily difference between life and death."

He stayed in Prezien for a month, Nathan reports, building his strength and working for the Russians as an interpreter. Then he escaped and eventually reached Israel and freedom.

Nathan stayed in Israel for four years before coming to America, and during that time he fought his way back to a normal way of life with the same determination which had allowed him to survive the concentration camps.

In 1949 came perhaps the greatest turning point of all. He was introduced to an American lawyer, who, quickly recognizing the scope of Nathan's inventive talents, invited him to come to America. In August of that year Nathan sailed for New York.

Turning to the present, Nathan talks about his job and his life in Fort Madison with obvious relish. He is happy here, and he is making his new life full and rich by putting the best that he has into it.

He has taken an immediate interest in civic affairs, working with the Lions Club on several projects and joining the Toastmasters' Club to develop abilities as a public speaker.

#### Flying is Hobby

Flying has become Nathan's principal hobby, and he took his first solo flight last July. Now, he admits that a great temptation will be to buy his own airplane.

It is a long way from Riga, Latvia, to Fort Madison, Iowa. For Nathan Zepell, new American citizen, it is a lifetime away.

"Now," he says, "it seems to me as though I have always lived here."

His many new friends will tell you that this intelligent, warm and friendly man is more than welcome.



Nathan interrupts his work in our Research and Development Department to pose for the Review camera.

Entertainment was provided by (left to right) Lois, Mary Lynn, Barbara and Mike Groene. Dad is Bill Groene, Maintenance.



There was standing room only in the Clubhouse gym as the Christmas carols rang out.



The line formed quickly after Jolly Old St. Nicholas arrived. He was his usual popular self, as the pictures below reveal.

## Review Camera At The Christmas Party



"Hi, Santa.  
How's  
tricks?"



"Now  
what  
should I  
ask for?"



"I told  
dad  
I'd get  
that bike."



"What's he  
going to  
do,  
burp me?"



"Hasn't  
mentioned  
a doll  
yet."



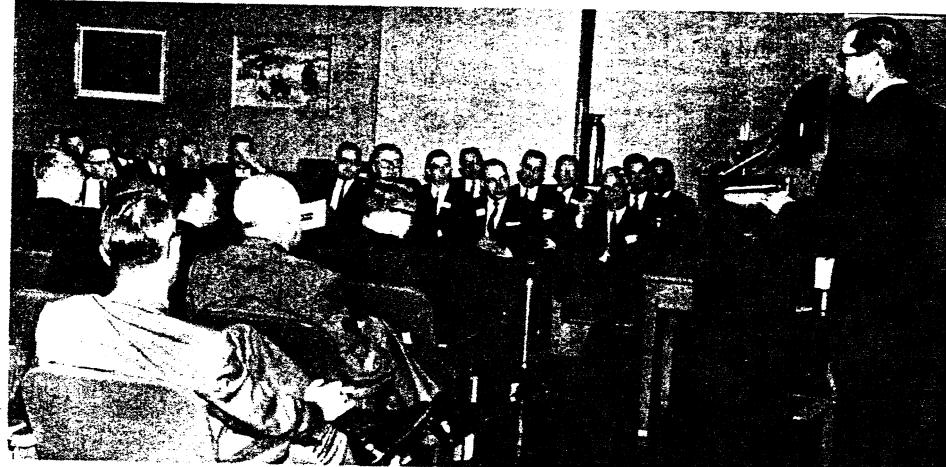
"Sounds  
good  
to me."

# National Sales Meeting . . .

## Retail Group Maps '61 Programs



New products (see story on page 2), hard-hitting advertising and merchandising plans, and a further strengthening of selective distribution were highlights of the Retail Division program outlined to salesmen at a national meeting last month. Above, they meet for breakfast in the cafeteria before the opening session.



President Walt greeted the group.



From the opening moments, the meeting was devoted to basic, penetrating discussions of past and future marketing programs.

### The Question Box

QUESTION: "How important do you think advertising and publicity are in helping you to sell our product?"

CHARLES GOEDTKE, Salesman, Chicago—Next to the quality we build into our products, the above is next in importance. We have always been a leader in this field, and this is why we lead all competition in dealer and consumer acceptance.



LEE SCOFIELD, Salesman, Minneapolis—They are a vital adjunct to our effort—first in helping to sell the retailer and, more important, in moving our products over the counter by creating customer demand.

GENE DOWIE, Salesman, Dallas, Texas—It is most important to create a demand by the public for Sheaffer merchandise. Merchandise must be presold. I feel advertising and publicity does this.



CHARLES BEARD, Salesman, Memphis, Tenn.—It is the most important factor in motivating the customer toward selection of our products over products of our competition.

REED POLHEMUS Salesman, Des Moines—In today's battle for the consumer dollar, advertising and publicity are as essential as the lubricant and fuel without which the best automobile in the world will not run.



HAROLD GARRETT, Salesman, Peoria, Ill.—It is the entire program in impulse buying of quality products.

**W. A. SHEAFFER PEN COMPANY**

301 Avenue H

Ft. Madison, Iowa

Return Postage Guaranteed

Frank R. Lescher  
1323 Avenue D  
Ft. Madison, Iowa

40

Bulk Rate  
U.S. POSTAGE  
**PAID**  
Ft. Madison, Iowa  
PERMIT No. 12

## Letters for Peace . . .

### Sheaffer Collection Given To President



A COLLECTION of more than 125 messages written and signed by prominent American and foreign personalities was presented to President Eisenhower last month by Pres. Walter A. Sheaffer II. Gathered over several years by the Public Relations Department in co-operation with the President's People-to-People program, the letters stress the need for personal communication between peoples of the world in attaining lasting peace. Above, in a picture taken at the White House, are (left to right) Mark Bortman, chairman of the People-to-People Program committee; Homer Gruenthaler, special assistant to the President; President Walt; H. Walton Cloke, vice-chairman of the People-to-People program.

## Wasco Council . . .

### New Members Attend First Meeting

Front row (left to right) are Jim Howard, Plastic Fab; Teresa Super, second floor, office; Edith Trainer, Metal Fab and Desk Stand; Betty Mead, third and fourth floor, office; Nell Mutter, first floor, office; Dorothy Lamb, Pen Point; Lorene Clark, Plastic Fab; Florence Pinkston, Cafeteria; Ruth Kling, Skrip.

Second row (left to right) are Walter Schmidt, Metal Fab and Desk Stand; Virgil Schumaker, Molding; Bill Baker, Screw Machine and Ballpoint; Gene Davis, Personnel; Oliver Schmidt, Engineering; Maurice Phillips, Service; Kenneth Miller, Maintenance; Tom Ertz, Tool and Die; Ray Magel, Shipping; Edward Menke, Quality Assurance; Carl Comstock, Pen Point; Dennis Moline, Service; Rolland Hancock, Tool Room; Virgil Alton, Plating; Jim Sweezer, Occupancy.

Officers are Jim Howard, re-elected chairman; Bill Baker, vice-chairman, and Teresa Super, secretary.



## Service Anniversaries

### - 5 YEARS -

Hazel Ballard ..... Skrip  
Greg Rouleau ..... Retail Advertising

### - 10 YEARS -

William Knobbs ..... Payroll  
Alonzo Finnerty ..... Occupancy-G  
Arthur Peitz ..... Molding

### - 15 YEARS -

Monta Ward ..... Pen Point  
Amanda Ward ..... Pen Point  
Maxine Myers ..... Shipping  
May Sawin ..... Shipping  
Dorothy Hotop ..... Shipping  
Rosanne Kokjohn ..... Plating  
Mabel Nolan ..... International  
Bernice Haffner ..... Skrip  
Forrest Ketcham ..... Service  
Clarence Ingles ..... Plating  
Clifford Gray ..... Pen Point  
Clarence Weilbrenner ..... Pen Point  
George Senn ..... Tool  
L. H. Black ..... International

### - 35 YEARS -

Paul Wilmesmeier  
Metal Fab

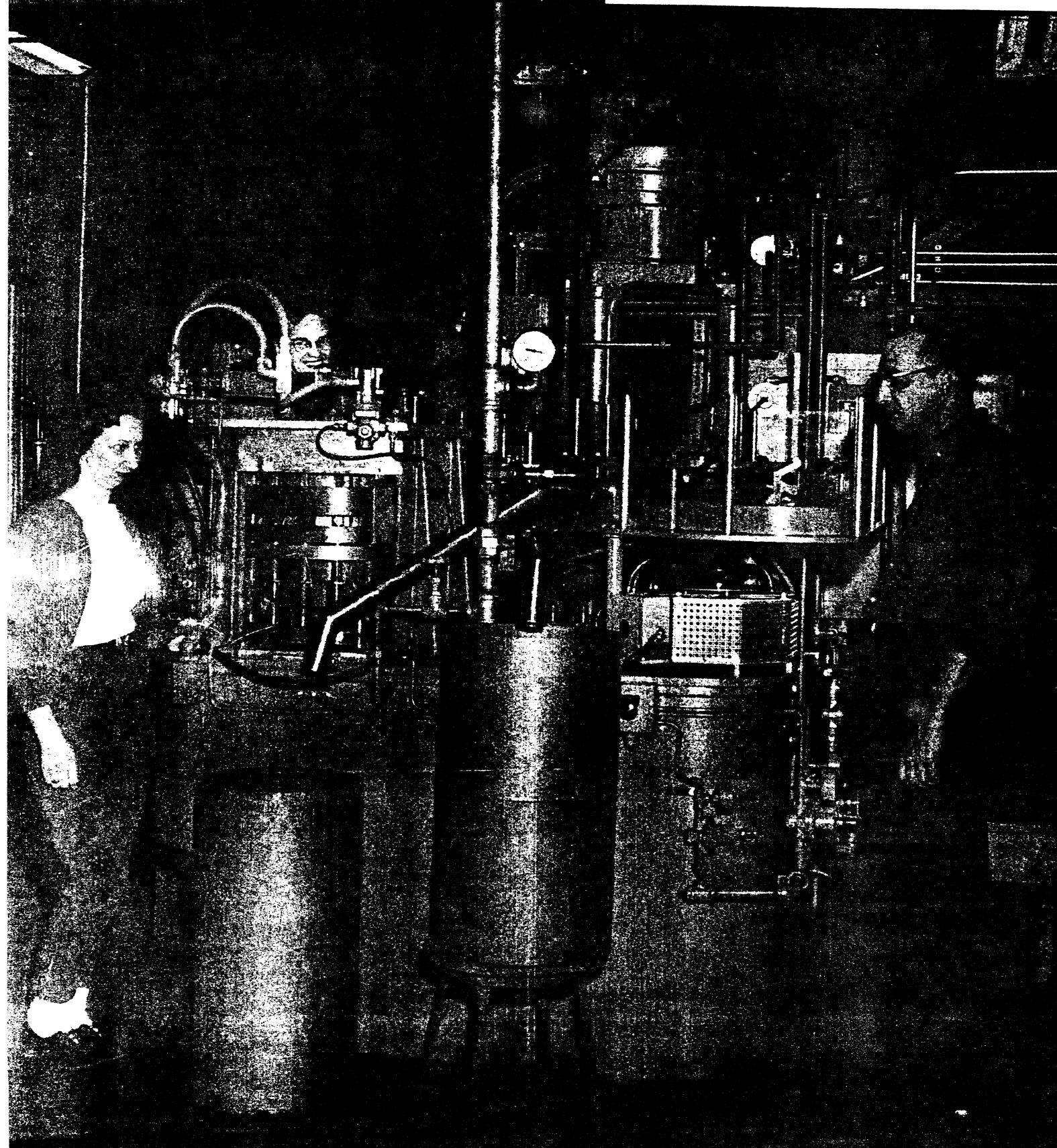


Harold Devol  
Ballpoint

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EDITOR - - - DICK PRIEBE

## On The Cover

The new equipment in the cover picture automatically fills, seals and inspects Skrip cartridges at the rate of over 300 per minute, thus adding substantially to our production capacity. The machine was designed and manufactured elsewhere, but numerous improvement features have been added by our own engineers. Skrip Department employees are (left to right) Pat Henson, Dorothy Hale and Wilbur Brown.

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## From the editor's notebook . . .

### Our Competitors

OUR COMPETITORS sometimes do as much for us as do our business associates. Our associates are too polite to point out our weaknesses, but our competitors go to great expense to advertise them.

OUR COMPETITORS are efficient, diligent and attentive. They make us continually search for ways to improve our products and our service.

OUR COMPETITORS would take our business away from us if they could. This keeps us alert to hold what we have, get and create more.

OUR COMPETITORS prevent us from becoming lazy, incompetent and careless. We need the discipline they enforce upon us.

OUR COMPETITORS deserve our highest praise. We may salute them. They have been good to us.

\* \* \* \* \*  
MISS JABOUR OF EGYPT—The young lady in the accompanying picture is Viola Jabour of Cario, Egypt. We recently received the picture from Mr. A. Kawkabani, assistant managing director of the Standard Stationery Company of Cairo, along with the following note:



"I am a regular reader of your monthly Review and in your October, 1960, issue, in the column 'Service Anniversaries', the name of Marilyn Jabour caught my attention. My secretary is called Viola Jabour, and it would be a nice idea if you would publish the enclosed photo of our Miss Jabour. . . ."

The idea is gratefully accepted. Best wishes to Mr. Kawkabani and to his charming secretary.

## Recessions, The National Goal and Freedom

THESE DAYS, we are frequently reminded that, after a lull of only two years, America is in another recession.

No one can argue the point. The writing instrument industry hasn't been booming. Nor has the steel industry, the housing industry, the appliance industry, or any other industry.

The disagreement, which the current recession is bringing into sharp focus, lies in what causes our business declines and what ought to be done about them.

Liberal intellectuals tell us that we lack a proper national goal because we place too much value on personal goods and services, such as automobiles, TV sets and, we can suppose, fountain pens, and too little value on public goods and services, such as schools, parks, libraries, etc.

Recessions and depressions are a result of our slavery to materialism, they tell us, and we will stew in the juice of these ups and downs so long as we lust after so many unimportant gadgets.

The answer, they go on, is to place more control on our economy so that a larger share of our income will be spent on the many desirable public services we should want but apparently do not want. And thus, the wise, all powerful group (some branch of the government supposedly) that decides how our money will be spent will keep our economy on a more even keel by also deciding where and when it will be spent.

Those of us in Fort Madison, Iowa—and every other

community—who work hard, enjoy our homes and our families, spend or save our money as we see fit, could laugh this sort of nonsense off if it were not for the fact that growing numbers of people are starting to agree with the liberal, intellectual view of how life in America should be lived. The time has come for us to take it seriously.

We may freely admit that many Americans spend money foolishly at times, and may cringe at some of the forms of alleged happiness pursued by our fellow citizens. But if freedom means anything to us, we must respect their right to do so.

Under freedom, the national goal must be the peoples' goal. If it is not, it ceases to be the national goal and becomes the nationalized goal, and Soviet Russia is the outstanding example of the sort of living conditions which result. (How would we like to work seven hours to buy a pair of women's stockings, for five weeks to buy a man's suit?)

If we are misplacing and misusing some of our vast, wonderful resources, the answer lies not in having some government agency force us to do better. You and I must do better on our own. And we must then tell our neighbors that they must do better, that the responsibilities of being free cannot be forgotten or denied.

We will, from time to time, have recessions, as our economy takes a breathing spell between booms. No one likes them. But if we keep our heads, there is nothing to fear—unless we are ready to admit that we are not worthy of freedom.

*176 Years of Service . . .*

## Eight Employees to Retire February 28

EIGHT hourly-rated employees with a combined total of 176 years of service will retire February 28.

They are Mrs. Cora Miller, Repair Parts, 35 years; Mrs. Josephine Bihm, Plastic Fab, 32 years; Helen Kistler, Cashiers, 31 years; Mrs. Freda Schneider, Plastic Fab, 18 years; Chris Schulte, Tool, 18 years; Mrs. Inez Coleman, Stock Room, 16 years; Charles Starburg, Development, 16 years, and Thomas Bailey, Occupancy, 10 years.

In the accompanying sketches, these veteran employees describe briefly the highlights of their years with the company and outline future plans, which emphasize travel and a variety of hobbies.

(More pictures on page 6)

CORA MILLER—Cora, who works in Repair Parts, has 35 years of service. She says that the move to our new plant and the use of new equipment are the biggest changes she noted in operations over the years. The installation of air conditioning was a particular highlight. "It changed the heat of the Radite Department and made it a comfortable place in which to work," she adds. So far as her future plans go, Cora says that "I'll mostly enjoy my flowers and music."



JOSEPHINE BIHN—With 32 years of service, Josephine is now an employee in Plastic Fab. Her most interesting experience as an employee has been "watching the operations in other departments—such as the new plating machine." The move into the new plant ranks as the biggest change in operations, Josephine says. She plans to keep busy "doing things I haven't had time to do," and especially working at her hobbies of textile painting and sewing.



HELEN KISTLER—After retirement, Helen plans to see some of the "far away places," perhaps including a summer trip to Hawaii. She is also going to work seriously on her stamp collection, which has been a hobby for many years. An employee in the Cashiers Department, Helen has 31 years of service. She says the biggest change she's observed in our operations is the change from manual office work to IBM machines. Interesting experiences include moving to the new office building in 1937 and receiving her 35th anniversary gold desk set.

CHRIS SCHULTE—Chris, with 18 years of service, is now an employee in the Tool Department. He says that his most interesting experience has been "seeing the different operations in making writing instruments become automatic." The biggest changes in our operations have been in the molding of plastic parts and the move into the new plant. Chris has no particular plans for after retirement, but he says that he will "do a little traveling."

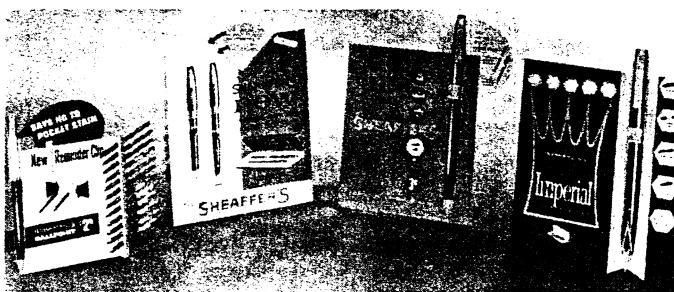


FREDA SCHNEIDER—The most interesting experience for Freda as an employee came when she was assigned to the Pencil operations after 17 years of working with fountain pens. Now in Plastic Fab, she has 18 years of service. Our new, modern plant with its air conditioning also gets Freda's vote as the biggest change in operations over the years. Her future plans include working on her hobbies of sewing and quilting and "being of help where needed."





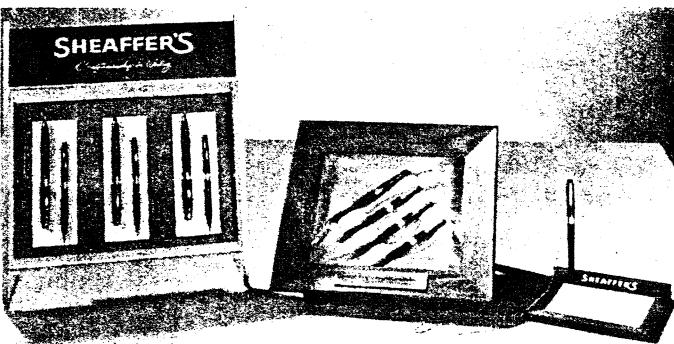
New window displays for the compact cartridge pen (left) and the Imperial pens are in rich red, black and gold. Features are well illustrated, with back lighting to emphasize highlights. Compact pen display is 30" x 31". Imperial display is 31" x 49".



Counter displays are (from the left) \$2.95 Reminder Clip ballpoint, Compact cartridge pen, \$3.95 Reminder Clip ballpoint and Imperial pen. Bright colors include red, blue, black, gold and green. Compact pen display has wheel at top which customer can turn to review features.



Window displays for \$2.95 ballpoint (left) and \$3.95 ballpoint feature the same colors as those in the above counter displays. The \$2.95 ballpoint display is designed like a shirt pocket to emphasize the "no pocket stain" feature. It is 17" x 21". The \$3.95 ballpoint display is 29" x 49".



New counter merchandisers for Imperial and Compact pens (left) and for \$3.95 ballpoint (right) are walnut and brass, with removable selling trays, plexi-glass fronts. The ballpoint merchandiser also features a scratch pad and attached pen with which the customer may test the writing qualities.

## Marketing Review . . .

# Spring Programs Set For Retail, Popular Price Divisions

A POPULAR Price Division promotion featuring the \$2.95 cartridge pen, the \$1.95 ballpoint and Skrip cartridges is a highlight of the company's spring marketing plans.

The Retail Division is focusing promotional efforts on new products introduced last month, and point-of-sale materials for these products are illustrated at the left.

Both divisions will use carefully planned ad campaigns tailored for the spring season. Television will play a prominent part, with commercials scheduled for a seven-week period on the popular Dave Garroway and Jack Paar shows.

### Popular Price Promotion

Theme of the Popular Price promotion is "Gift Time," and this is highlighted in a new window display being offered to dealers with new product assortments. Dealer promotional material carries out the theme also, but stresses that "Gift Time is Profit Time."

In addition to the window display, promotional materials feature a self-service, rotating counter dispenser for Skrip cartridges which holds eight dozen five-packs in assorted colors.

New gift boxes have also been designed, and boxed pens or ensembles will be shipped in brightly colored packers that double as convenient counter merchandisers and highlight the theme of spring gift occasions.

### Popular Price Advertising

TELEVISION—Commercials on the Dave Garroway and Jack Paar shows will begin May 1 and continue through June 12. They will feature the \$2.95 cartridge pen and ensemble and the \$1.95 ballpoint.

TRADE PUBLICATIONS—The schedule will begin in March and include 11 publications in the stationer, drug, chain store, college store, variety store, jewelry and school supplies fields.

YOUTH MAGAZINES—These ads will also begin in March and will include Scholastic Magazines, American Girl, Boy's Life and Young Catholic Messenger.

GENERAL MAGAZINES—A series of ads in Coronet will begin in March. They will also feature the \$2.95 cartridge pen and ballpoints.

### Retail Advertising

TELEVISION—Same schedule as Popular Price Division, with commercials featuring a wide selection of our prestige products.

MAGAZINES—Schedule to be announced as this issue went to press.

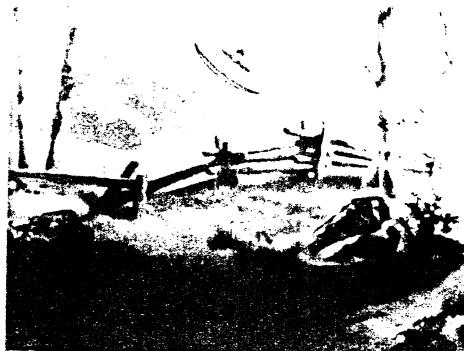
*Marketing . . .*

## 'Martian' Stars on Television for Popular Price Division

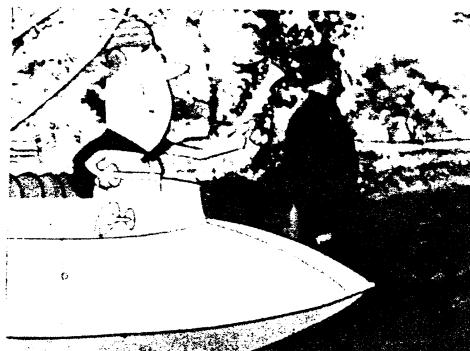
SPOT television commercials have been one of the most important elements of the Popular Price Division's promotional program.

During five weeks of the past holiday selling season, the "Martian" shown in the illustrations below was a star TV salesman for our cartridge pens. He appeared in a one-minute spot created for us by UPI of Hollywood and shown in 52 principal market areas by 62 major network and independent stations. Starring with him, as illustrated, was a rather persuasive Sheaffer-pen-using earthman.

These scenes are from one of a series of spot commercials which were shown in the major market areas. Others featured the cartridge pen and Skripriter ballpoints.



The Flying saucer descends, lands next to earthman and a little Martian pops out of hatch holding ray gun.



He presses trigger and tree crashes to ground. Earthman watches in amazement. "What do you have as advanced as that?" Martian asks, swaggering.



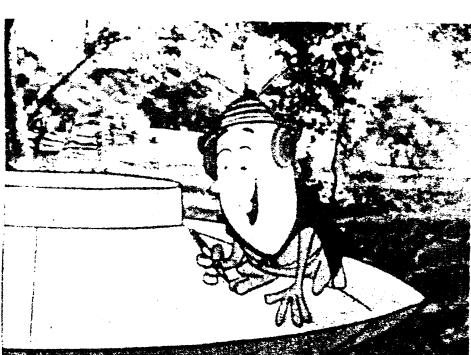
Earthman snaps out of it, takes cartridge pen from pocket. "How about this. Sheaffer's cartridge fountain pen. It doesn't need an ink bottle."



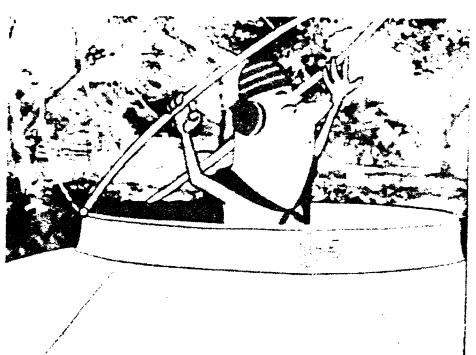
Martian expresses disbelief, leans back and speaks derisively. "Ha. I'm from Missouri." But now it's earthman's turn to swagger. "I'll show you!"



"Just take a cartridge of the earth's most popular writing fluid—Skip—drop in either end, and it's filled clean as a whistle. You're ready to write with a real fountain pen. Here, you try it!"



The Martian writes strange symbols. "Jupiter! I had no idea you earthmen were so advanced."



Martian jumps up to cockpit of saucer. Earthman says, "Sure! And you can get one for just two ninety-five. . . . a very small amount of American money. . . ."



"And Skip cartridges are carried everywhere!" The Martian replies, "Where on earth can I get one?"



Man points to horizon. "Why you can just go to any pen counter and say, 'Take me to your leader. . . . Sheaffer's!' Saucer becomes Sheaffer Logo in starry heavens."

# An American Success Story . . . Immigrant to Top Executive Ted Erdtsieck, Finance Vice-President, To Retire

**I**N AUGUST, 1917, M. T. (Ted) Erdtsieck, accompanied by his mother and younger brother, arrived in New York from Rotterdam, Holland, to meet the challenge of a new life in America.

Ted, who for two years had traveled around the world as an apprentice mate on a freight steamer and who had twice before been to New York, had convinced his family that "the opportunities in America are better than in Europe."

And Ted's dreams of new opportunities and a new life were not idle dreams because he combined with them great determination to succeed. He freely admits that, at first, things did not come as easily as he had been led to believe for a young immigrant who had to learn the language and who, for a time, was qualified to work only at unskilled manufacturing jobs despite his college background.

But he forced himself to learn America's ways and its language rapidly. After two years he got his first office job—as a mail boy—when he offered to work for nothing for several months just to show what he could do. Luckily, Ted says, the "for

nothing" offer was not accepted. A few months later he won a promotion to the firm's accounting department, and this was the beginning of a career in which he has risen to a top position in the financial world.

This month, 44 years after he brought his dreams of success across the ocean from Holland, Ted Erdtsieck retires as finance vice-president of our company,

reaching a milestone in his over 31 years of Sheaffer service during which he has made an indelible contribution to the company's growth and success. Happily, retirement will not mark the end of Ted's participation in company affairs, since he will serve as a management consultant.

Ted has lived in the Fort Madison area ever since coming to America, since his family moved directly from New York to Keokuk. Before joining our company in 1929, he worked for a short while in Denver, Colorado, and then, temporarily leaving the accounting field, as a salesman for several nationally-known firms. In 1923, he became a citizen.

His first Sheaffer job was in the



Payroll Department. He won steady promotions—to supervisor of Payroll and Costs, to manager of that department, to comptroller. He was elected a vice-president and member of the executive committee in 1951 and appointed treasurer in 1953.

There are many interesting experiences from the last 30 years, but the most important one comes easily: "Watching the company grow and having the opportunity to grow with it."

Mr. Ted Erdtsieck, who started 44 years ago with more than a few handicaps but much desire and ability, should know about opportunity and what it means if anybody does.

## Retirees . . .

(From Page 3)

**INEZ COLEMAN**—Inez is now an employee in the Stock Room and has 16 years of service. She says the biggest change in our operations has been "machines taking over the operations that were tedious hand work." Her most interesting experience, she says, was moving from the old plant into the new one, especially since her department was located in the comparatively old-fashioned basement of the former plant. Inez reports that she has no definite future plans, but would like to take the next trip with the Travel Club. She also plans to catch up on sewing, reading and gardening and to continue with her church work.



**THOMAS BAILEY**—Tom, a watchman in the Occupancy Department, joined the company in February, 1951, and has 10 years of service. He has been assigned to various locations in our plants and is now working at Plant 2. He worked for both the Santa Fe and Burlington railroads before coming to our company. (Picture unavailable)

**CHARLES STARBURG**—After retirement, Charles plans to launch a study of languages. His interest in the subject has been heightened during his stay as an employee, since the translation of French correspondence was a job he performed in addition to his regular duties in the Development Department. Charles has been an employee for 16 years, and he says that the biggest change in operations has been the move to broaden and strengthen the management structure.



## Sheaffer Sales Offices . . .

### Eastern Headquarters in New York City

Headquarters of the Eastern Sales region are located in the world's tallest structure, the 102-story, 1,472-foot-high Empire State building at 34th Street and Fifth Avenue, New York City. New Sheaffer offices are on the 53rd floor, overlooking lower Manhattan and the Hudson River. Sales activities in 12 states and parts of four others are directed from the office. States completely in the region are North Carolina, Virginia, Pennsylvania, Maryland, Delaware, New Jersey, New York, Connecticut, Massachusetts, Vermont, New Hampshire and Maine. Partly in the region are Tennessee, Kentucky, West Virginia and Ohio.

The office staff includes (left to right, below) Louise Sullivan; Joe Eberhardt, regional sales manager for the Popular Price Division; Mike Guillot, regional manager for the Retail Division, and Eleanor White.



#### Safety Committee Recommendations Increase

During 1960, 36 per cent more safety recommendations were received from members of employee safety committees than in the previous year, according to a report from Plant Protection Supervisor Ted Wentz. It marked the second straight year that the increase has

been over 30 per cent.

The report showed that 1,458 recommendations were received in 1960, compared to 1,069 the year before. The monthly average was 121, compared to 89 the previous year.

### The Question Box

QUESTION: "What do you think will have the greatest effect on America's economy during 1961?"

MABEL EDLEN,  
Quality Assurance—  
Curtail activities of government and eliminate needless and inflationary spending of taxes. A quick solution by the incoming administration to stimulate trade with foreign countries.



BOB GIBBS, Sales  
—Federal spending for national defense. Already a very major factor, constantly changing world conditions could make it even more so.



CATHERINE FLYNN, Metal Fab—  
Whether or not business can increase sufficiently to decrease or eliminate the great number of unemployed.



ROBERT SANDERS, Molding—Loosening up of money. Government spending stepped up in vital areas, lowering of interest rates, expansion of foreign markets and a more vitalized, unprejudiced spirit of living together.



JOHANNA MEISEL, Plastic Fab—  
Foreign aid and maintaining our military strength. We have the strongest military power and we must try to keep it that way.



KENNETH OLSON, Accounting —  
With over 5 million people unemployed, we have our economic problem all laid out. If the number increases, we are in trouble. If it decreases, we're in pretty good shape economically.



W. A. SHEAFFER PEN COMPANY

301 Avenue H

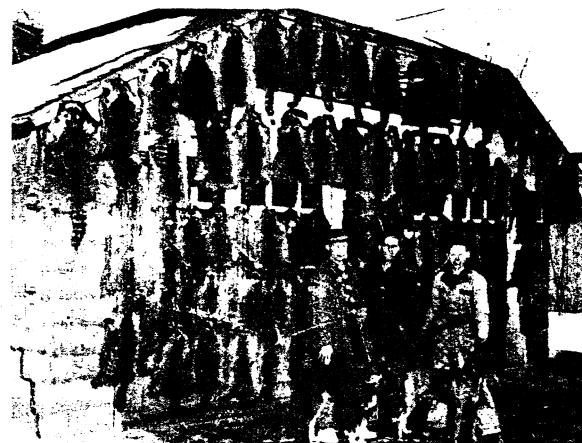
Ft. Madison, Iowa

Return Postage Guaranteed

Frank R. Loscher  
1303 Avenue D  
Ft. Madison, Iowa

40

Bulk Rate  
U.S. POSTAGE  
**PAID**  
Ft. Madison, Iowa  
PERMIT No. 12



### Mel Hall and Sons Bag 91 Coons

Mel Hall, Maintenance (center), and sons Dale (left) and Gene pose with the 91 coons they bagged during the recent season. (The trusty canine helpers are Jeff and Jake.) Success at the sport is an old story for Mel, who has been one of the Fort Madison area's top hunters for many seasons.

## CAFETERIA SPECIALS

### Winter Strawberry Salad

1 cup ground cranberries	2 tb. chopped nutmeats
½ cup sugar	¼ cup marshmallows—cut up
¾ cup crushed pineapple	¼ cup whipping cream

Add sugar to ground cranberries and let stand 2 hours. Add pineapple, nutmeats and finely cut marshmallows. Mix all together. Whip cream and fold in. Let stand over night in freezer.

### Spoonbread

1 cup yellow cornmeal	⅛ cup butter
1 cup cold milk	1 t. baking powder
2 cups hot milk	1 t. salt
	3 eggs

Mix together cornmeal and cold milk. Stir in scalding hot milk and cook until thickened. Add butter, baking powder, salt and beaten egg yolks. Fold in stiffly beaten egg whites. Pour into greased baking dish and bake at 350° for 1 hour.

## Sheaffer Good Neighbors . . .

John Hauck, manager of the Pen Point Department, has completed three years as a member of the Fort Madison City Council and has served for 2½ years as a member of the City Playground Commission.

He is chairman of the council's off-street parking committee and a member of the cemetery and police committee. He has also been active in the Chamber of Commerce and has served that organization as a member of the streets and highways committee.

John likes to cook, and his interest extends beyond the outdoor barbecue to which most husbands are limited. His special interest is baking sweet rolls and yeast breads.

Other favorite pastimes include photography, hunting and fishing. John has been an employee for 24 years. He and Mrs. Hauck (Doris Ann) have three children, two girls and a boy.



## Service Anniversaries

### — 5 YEARS —

T. Carl Badgett ..... Salesman

### — 10 YEARS —

Thomas Bailey ..... Occupancy-G  
Ruth McFarland ..... Corporate Ofc'rs Section

### — 15 YEARS —

Walter Baldwin .... Quality Assurance  
Wilma Cummings ..... Gen. Adm. Operating

Herbert Halferty ..... Plating  
Clara Jameson ..... Pen Point  
John Mansheim ..... Maintenance  
Berdene Orr .... Sales Correspondence  
Harry Raines ..... Occupancy-G  
Oscar Schiller ..... Service  
Stacy Sommers ..... Service  
Alice Maxine Williams .... Pen Point

### — 20 YEARS —

Ivan Covington ..... Plastic Fab  
Maurice Phillips ..... Service  
Ruth Schlegel ..... Service

### — 25 YEARS —

Bernard Byers .... Works Mgr. Office

### — 35 YEARS —

Hellen Breen  
Metal Fab



## Bowling Notes . . .

Five members of the Sheaffer Men's Bowling League have been selected to the All-Star team for the 1960-61 season, based upon averages compiled through December. They are:

Ken Mason, Pen Point, 171 average; Milt Danley, Quality Assurance, 163; Bill Greenig, Pen Point, 158; Raleigh Hensley, Pen Point, 158; Jack Stowe, Quality Assurance, 154, and Paul Riley, Development, 152. The team will compete in the College City Bowl tournament in Macomb, Ill., which begins in March.

\* \* \*

At this writing, statistical leaders in the Men's League are Raleigh Hensley with a 586 series, and Jack Stowe and Bill Orr with 234 games.

The women's leader is Lorena Wilcox with a 570 series and a 206 game.

SHEAFFER'S

*Review*

MARCH - APRIL 1961



# SHEAFFER'S REVIEW

Vol 14 March-April No. 3

Published Monthly in Fort Madison,  
Iowa, U. S. A., for

W. A. Sheaffer Pen Company People  
Throughout the World

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Association  
International Council of  
Industrial Editors

EDITOR - - - DICK PRIEBE

## On The Cover

A key public relations center in our operations is the reception area in our main lobby. Here, each week, several hundred visitors check in and hundreds of telephone calls are handled through our switchboard. In the picture, receptionist Alice Daugherty greets visitor Kirk Dodge, a representative of one of the many firms with which we do business. (For more information about the job Alice does and its importance to us, see story beginning on the opposite page).

## From the editor's notebook . . .

CHARLOTTE CLARK RETIRES—After the February issue had gone to press, it was announced that Charlotte Clark, Credit Department, was joining the group of veteran employees who would retire February 28. Charlotte had 35 years of service and worked in Credit from the time she joined the company in October, 1925.

\* \* \*

MAICO SPONSORS SWAYZE—Our Minneapolis subsidiary, Macio Electronics, Inc., in March began sponsorship of John Cameron Swayze's 4:55 p.m. newscast over the ABC radio network.

\* \* \*

DESK PENS INTRODUCED—A new selection of desk pens, with emphasis on popular cartridge filling, will become part of our product line May 1. They will include the inlaid nib design of our regular prestige fountain pens and the "see-thru" window feature introduced with our compact cartridge pens.

Prices range from \$5 for a cartridge desk pen with chrome trim to \$12.50 for the "Imperial" desk pen with 14-karat gold inlaid point, gold-filled trim and Touchdown filling mechanism.

Re-designed sockets, with modern styling, will also be used on our present marble, onyx and crystal bases.

\* \* \*

MOVE FOR IBM—The IBM Department has changed locations on the first floor of the office building with the Mailing and Addressograph Department. Reason for change is to provide more space for IBM, as well as a better arrangement for the planned installation of new, improved electronic equipment.

*Starting with this issue, the publication schedule of the Review is being changed from monthly to six times a year. Following issues will go into the mails on the first of June, the first of August, the first of October, etc.*

## Who is the Company?

WHEN WE talk about the Sheaffer Pen Company, what do we mean?

When others say they think this or that about our company, what do they mean? Or whom are they talking about? As the story on page three points out, what others think about the company is important to all of us.

Who determines what they think?

Who is the company?

Is the company our modern, attractive plants and up-to-date equipment? These things are definitely necessary, because there would be no jobs without them. But buildings and machinery are useless without people to produce goods and services from them.

Is it supervisors? There's no question that supervisors play a key role in our operations, because they decide, from day to day, how to make the best use of time and equipment.

Is it top management? Well, company officers do have a lot of authority. But that's because they have the tremendous responsibility of making basic decisions concerning operations—decisions that determine, in the long run, whether we stay in business or not.

How about the board of directors? This is an im-

portant group, because it helps set over-all policy for the company; and company officers are responsible to it.

But, does any one of these categories qualify as a definition for the company. Plainly, the answer is "no." Do all of them put together make up the company? Yes, partly. But this still isn't the answer.

The answer we're looking for is all employees.

The company is the skill and energy each employee puts into his job.

It's the quality that each production employee helps build into our products.

It's the way each of us thinks about his job and talks about it to others.

It's the way letters are answered and telephone calls made.

It's the way salesmen talk to dealers and the way each of us participates in civic affairs in his community.

The company is this and much more.

The definition for "company" is not a simple one, but there is a way we can sum up this complex idea.

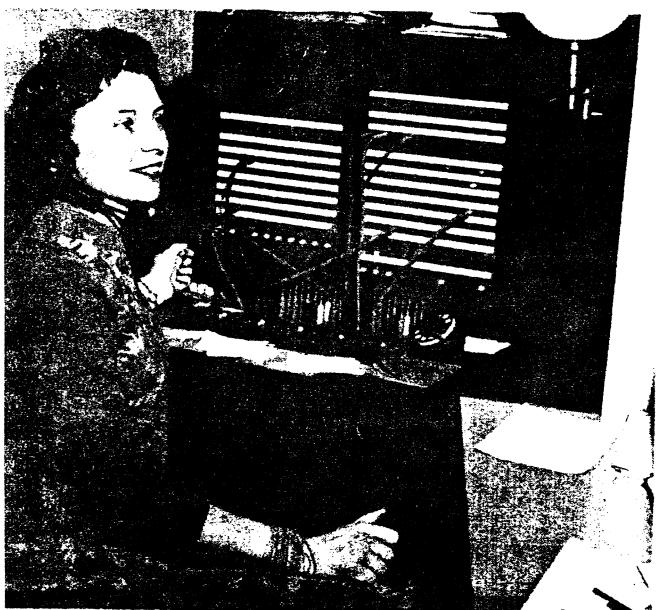
The company is you, and the employee who works next to you.



Alice Daugherty has been receptionist for six years, greets thousands of visitors each year.



Alice is assisted by Judy Frey, shown above sending a telegram, and Mary Lou Welding



## Winning Friends For The Company

### Thousands 'Meet' Us Each Year At Reception, Switchboard Area

**I**N AN AVERAGE week, about 2,000 telephone calls come into or go out from our company. The outside callers and the recipients of our calls are from all parts of the nation and, in some cases, from countries overseas. They include our suppliers, business executives, dealers, customers.

It is often said that first impressions are most important in determining what people think about those they meet. In the case of our company, the thousands of people who meet us on the telephone each year get that first impression from our receptionist and telephone switchboard operator, Alice Daugherty, or from her relief operators, Judy Frey and Mary Lou Welding.

It's safe to say that Alice, Judy and Mary Lou have more direct contact with the public than any other employees. As a result, the part they play in winning friends for us, our company and our products is particularly large.

Of course, telephone calls are only a part of the important public relations job they do. Over 100 outside visitors a week come to the reception area in the main lobby, including salesmen, scheduled and unscheduled groups for guided tours, people asking directions and seeking information.

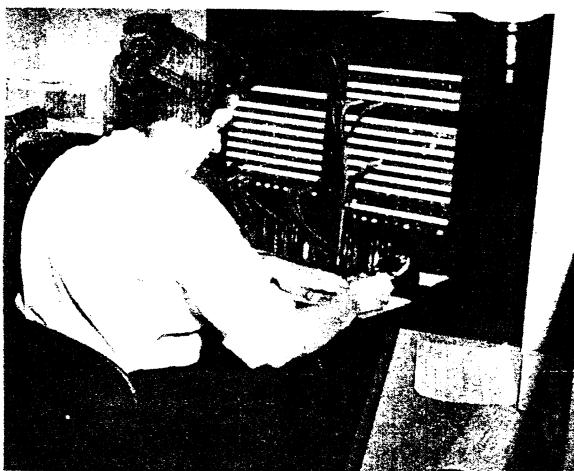
Another responsibility, closely related to handling telephone calls and receiving visitors, is the processing of all company telegrams. Several hundred of these are sent and received in an average week through a teletype connection with the Fort Madison Western Union office. It is essential that incoming messages be quickly routed to the right places to insure fast, proper handling.

The switchboard-reception area can be, and often is, a hectic place. For example, 10 incoming calls can be plugged in the board at one time, while four people in the office are dialing for the operator to place a call, while a telegram is coming in or being sent, while a group of visitors is waiting in the lobby to be announced. Those employees who frequently place calls with our operators may have the impression that complete attention can always be given to their calls. Actually, while a call is being placed, Alice or Judy or Mary Lou may be taking care of half a dozen other jobs.

Overseas calls can pose particular problems because of the distances involved. A call to Brazil, where telephone service is extremely poor, may take 24 hours or more to complete. A recent call to our subsidiary in Melbourne, Australia, was completed in 55 minutes.

(Continued on next page)

# Receptionists Do Important Public Relations Job



(From page 3)

To help speed up long-distance calls, Alice keeps a card file of all numbers frequently called. About 600 are always on the list, and many of these the girls know by heart. In any case, there is no delay in finding out what a number is.

Alice points out that it is impossible to predict what knowledge of company operations will sometime come in handy. A good receptionist must know

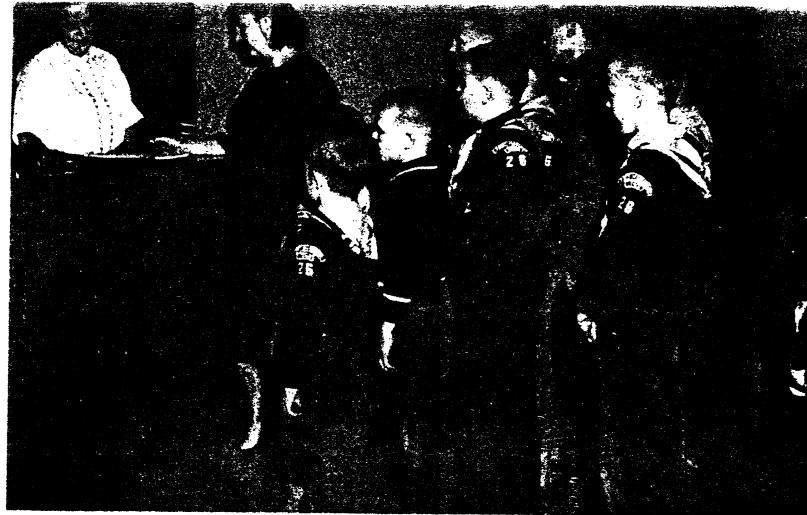
as much as possible about what jobs are done where and who is responsible for what.

"Both visitors and callers ask a wide range of questions," she says, "and they don't want to be kept waiting while you search around for some way to get an answer for them."

Alice, who has been the company receptionist for six years, hesitates to estimate how many times she's said

"good morning, Sheaffer Pen," or "good afternoon, Sheaffer Pen," or "can I help you?" But these oft-repeated phrases are far from routine so far as Alice is concerned. As she explains, the way she says them must, above all, make the callers or visitors feel welcome.

It is certainly true that this is the essential first step in winning friends for us and our company.



Numerous groups, such as the scout troop shown above, visit our plant each year for guided tours and are greeted at the reception area. About 2,000 incoming and outgoing calls a week are handled through the telephone switchboard (left).

## What's Your Telephone Know-How?

ED. NOTE- The preceding story illustrates pretty clearly that the telephone is an important device so far as winning and keeping friends for the company is concerned. A lot of employees use the telephone. If you're one of them, how's your telephone know-how? Look over the following questions.

1. How can the telephone help the company and me?  
(10 POINTS)

a. Gives me a chance to talk to important people, like my boss's daughter.

b. I can carry on a conversation and complete other work at the same time. (How can the caller tell I'm not paying attention?)

c. It can make my work easier, more effective.

2. If the telephone in my department rings, what is the businesslike way to answer it?  
(20 POINTS)

a. A cross "yes" to show I'm in a hurry.

b. "Hello."

c. "XYZ Department, Miss Smith."

3. I should use my telephone directory:  
(10 POINTS)

a. For a door stop.

b. To tear in half when I want to show off.

c. To look up numbers—because it's faster.

4. When I place a call, why should I stay on the line until my party answers?  
(20 POINTS)

5. When answering calls for others, I should:  
(20 POINTS)

a. Gives me a chance to catch up on letters on my desk.

b. I can keep tabs on the rest of the office without letting them know.

c. It's simply courteous to be ready to talk when the person I'm calling answers.

a. Say "Mr. Jones' office, Miss Smith," then offer to help or take a message, write the message down and place it beside Mr. Jones' telephone as soon as possible.

b. Say "Mr. Jones' telephone—who's calling?"

c. Say "Mr. Jones is in conference and can't be disturbed."

SCORE	
70 to 80	.....Excellent
50 to 70	.....Good
50 to 60	.....What?
Below 50	.....Aw, come on!

### ANSWERS

5. A  
4. C  
3. C  
2. C  
1. C

## Spring Marketing Review . .

# Retail Ad Schedule Set; Displays are a Highlight Of Popular Price Program

POINT-OF-SALE materials for the Popular Price Division's spring promotion are illustrated on this page. As described in the February issue, the theme of the promotion is "Gift Time."

The spring advertising campaigns for the Retail and Specialty Divisions, announced since the last issue went to press, include three leading general magazines, 29 daily newspapers and 10 top trade publications.

The schedules began in March.

As previously announced, the Retail and Popular Price Divisions will use spot TV commercials on the Jack Paar and Dave Garroway shows during a seven-week period in May and June. They will be shown over the entire NBC network on both shows.

### Retail Magazine Ad Schedule

**GENERAL MAGAZINES**—The schedule includes Look, Time and National Geographic. The main theme is "There's no Substitute for a True Fountain Pen," with emphasis on the precision which goes into fine fountain pen nibs. Sizes will range from 1 column in two colors to a four-color back cover in National Geographic.

**TRADE MAGAZINES**—Included are National Stationer, Geyer's Dealer Topics, Jeweler's Circular Keystone and Office Appliances. Ads are two or three pages, with complete information on the division's latest dealer programs.

Colorful shippers, which double as counter displays, carry out the gift theme of the Popular Price window display. Products are individually gift boxed.



THE POPULAR PRICE Division's spring window display is convertible to dealer promotion of three top gift occasions—Mother's Day, Father's Day and graduation. As with previous division displays, it enables the retailer to feature gift items related to our writing instruments.

### Retail Newspaper Schedule

The division has begun a schedule of ads in 28 top daily papers in 27 cities across the nation. In each paper, the ads feature listings of local Sheaffer dealers where our new products may be purchased.

The papers are Cincinnati Enquirer, Cleveland Plain Dealer, Dallas News, Detroit News, Fort Worth Star Telegram, Hartford Times, Atlanta Constitution Journal, Baltimore Sun, Boston Globe, Buffalo News, San Francisco Examiner, Seattle Times, Washington Post, Portland Oregonian, Providence Bulletin Journal, St. Louis Post-Dispatch, St. Paul Pioneer Press, San Francisco News Call Bulletin, Milwaukee Journal, Minneapolis Star-Tribune, Oakland Tribune, Philadelphia Bulletin, Pittsburgh Press, Houston Chronicle, Indianapolis Star & News, Kansas City Times Star, Memphis Commercial Appeal and Miami Herald.

### Specialty Ad Schedule

The Specialty Division has begun a program of ads in four trade magazines and the Wall Street Journal. The magazines include Premium Practice, Advertising Requirements, Savings & Loan News and Food Business.



This new rotating dispenser for Skrip cartridge five-packs enables dealers to provide maximum convenience for customers. Five Skrip colors may be selected.

# Baker-Herlong Tax Reform . . .

## A New Look At Old Truths About Jobs, Economic Growth

**T**HE CHART on this page shows how your federal income taxes would be reduced under bills recently introduced in the 87th Congress by Representatives A. S. Herlong, Jr. (Democrat, Florida) and Howard H. Baker (Republican, Tennessee).

As an example, you'll note that if your taxable income is now between \$4,000 and \$6,000, your federal tax amounts to \$840 plus 26 per cent of that income over \$4,000. Under the changes proposed in the Baker-Herlong bills, you would pay \$620 plus 17 per cent of taxable income over \$4,000.

Following through the table, you'll see that the bills provide reductions for taxpayers in all brackets. In summary, they would give everyone at least a 25 per cent tax cut, with almost 60 per cent of the tax savings going to those in the brackets up to \$6,000.

This is the same change in individual rates proposed by Representatives Herlong and Baker in 1959, during a previous session of Congress. Those who watched its progress then will remember that it got nowhere. Current reports from Washington indicate it will meet a similar fate now—unless the nation's voters and taxpayers contact their congressmen to make clear they want it considered.

It's being April—tax deadline month—there are undoubtedly a lot of Americans who would like to see a few less dollars withheld from their paychecks in the months ahead. Why is it, then, that legislation like the Baker-Herlong bills is not quickly passed?

The answer is, of course, that tax reform involves a lot of things besides putting more money in our pockets—such as government spending, the public debt, economic growth, creation of jobs, national defense.

How does the Baker-Herlong legislation stack up when considered in these broader terms?

Proponents of the bill point out that the only kind of economic growth that counts is growth in jobs and payrolls and in the products and services we can

buy with the money we earn. They explain that individual savings and business profits are the sole source of money for creating new industry and new jobs and for expanding present industry; that somebody must invest almost \$20,000 just to create one new job today. Thus, tax laws which drain away up to 91 per cent of individual incomes and 52 per cent of business profits tend to stifle economic growth.

Those favoring the Baker-Herlong bills further point out that the growth which lower taxes would stimulate would soon bring in more money to the government than it is now getting. Thus, there would be no lack of funds to keep our national defenses strong and to provide essential government services. The bills are aimed at providing national security without unbalanced budgets and without stifling economic growth. In regard to national

*ED. NOTE—A definite blueprint for tax reduction and reform is contained in the so-called Baker-Herlong bills, recently introduced in Congress and reviewed in the following article. Many Americans believe that tax reform is essential if our economy is to grow faster, provide the most jobs for the most people, meet the communist economic threat.*

security, we cannot forget that Soviet Russia has declared economic war upon us and promised to "bury" us. Tax reform is necessary to give us the economic weapons we need to win this war. It is also apparent that government spending for non-essential welfare programs must be eliminated to give tax reform any meaning.

One objection some make to Baker-Herlong type legislation is that it would shift the tax burden from the rich, who can afford it, to smaller income groups, who cannot afford it. As mentioned previously, 60 per cent of the total tax savings under the bills would go to those with taxable incomes of \$6,000 a year or less, with only 6 per cent of the savings going to those in the \$50,000 a year and up brackets. Further, under present tax laws, 87 per cent of tax revenue comes from

(Continued on next page)

### How Proposal Would Reduce Taxes

If the taxable income* is:		Is: Present Law		Would be: When Legislation Fully Effectuated	
Over	But not over	Of excess over	Of excess over	Of excess over	Of excess over
\$ 2,000 — \$ 4,000....	\$ 400 plus 22%....	\$ 2,000....	\$ 300 plus 16%....	\$ 2,000....	\$ 2,000....
4,000 — 6,000....	840 plus 26%....	4,000....	620 plus 17%....	4,000....	4,000....
6,000 — 8,000....	1,360 plus 30%....	6,000....	960 plus 18%....	6,000....	6,000....
8,000 — 10,000....	1,960 plus 34%....	8,000....	1,320 plus 19%....	8,000....	8,000....
10,000 — 12,000....	2,640 plus 38%....	10,000....	1,700 plus 20%....	10,000....	10,000....
12,000 — 14,000....	3,400 plus 43%....	12,000....	2,100 plus 21%....	12,000....	12,000....
14,000 — 16,000....	4,260 plus 47%....	14,000....	2,520 plus 22%....	14,000....	14,000....
16,000 — 18,000....	5,200 plus 50%....	16,000....	2,960 plus 23%....	16,000....	16,000....
18,000 — 20,000....	6,200 plus 53%....	18,000....	3,420 plus 24%....	18,000....	18,000....
20,000 — 22,000....	7,260 plus 56%....	20,000....	3,900 plus 25%....	20,000....	20,000....
22,000 — 26,000....	8,380 plus 59%....	22,000....	4,400 plus 26%....	22,000....	22,000....
26,000 — 32,000....	10,740 plus 62%....	26,000....	5,440 plus 27%....	26,000....	26,000....
32,000 — 38,000....	14,460 plus 65%....	32,000....	7,060 plus 28%....	32,000....	32,000....
38,000 — 44,000....	18,360 plus 69%....	38,000....	8,740 plus 29%....	38,000....	38,000....
44,000 — 50,000....	22,500 plus 72%....	44,000....	10,480 plus 30%....	44,000....	44,000....
50,000 — 60,000....	26,820 plus 75%....	50,000....	12,280 plus 31%....	50,000....	50,000....
60,000 — 70,000....	34,320 plus 78%....	60,000....	15,380 plus 32%....	60,000....	60,000....
70,000 — 80,000....	42,120 plus 81%....	70,000....	18,580 plus 34%....	70,000....	70,000....
80,000 — 90,000....	50,220 plus 84%....	80,000....	21,980 plus 36%....	80,000....	80,000....
90,000 — 100,000....	58,620 plus 87%....	90,000....	25,580 plus 38%....	90,000....	90,000....
100,000 — 150,000....	67,320 plus 89%....	100,000....	29,380 plus 41%....	100,000....	100,000....
150,000 — 200,000....	111,820 plus 90%....	150,000....	49,880 plus 44%....	150,000....	150,000....
200,000 .....	156,820 plus 91%....	200,000....	71,880 plus 47%....	200,000....	200,000....

\* After deductions and exemptions.

# Bowling All-Stars in Macomb Tourney



ALL-STAR team members from the Men's Bowling league display the averages which qualified them for the honor. They competed March 26 in the College City Bowl tournament at Macomb, Ill. Left to right are Milt Danley, Quality Assurance; Ken Mason, Pen Point; Jack Stowe, Quality Assurance; Dean Toops, Quality Assurance; Rollie Hensley, Pen Point, and Bill Greenig, Pen Point.

## Employees Review Use of Calculators



A TRAINING session on the automatic calculators used in our offices was conducted recently. Among employees who participated were (clockwise from left) Janice Freesmeier, Karen Wright, Audrey Calvert, Judy Frey, Marilyn Gansy, Elaine Sjodeman, Betty Chock, Jackie Lowery and Darlene Hatala.

## A Proposal for Tax Reduction (From Page 6)

those in the lowest income bracket. Only 13 per cent comes from all the higher brackets put together.

Another objection often raised to tax reform is that it would result in red ink government spending, at least until economic growth began to produce new revenues. The Baker-Herlong bills take this into account by providing for all tax cuts to be made gradually over a five-year period. If at any time during the five years it appeared that the federal budget would be thrown out of balance, the bills provide that scheduled tax cuts would be postponed until this danger passed. Actually, the money to provide for tax rate reductions could be had by a simple change in the way the government operates. Now, the government takes added money coming in from economic growth and spends it. Under Baker-Herlong provisions, this

money would be used for tax reductions, or for growth in the private economy instead of growth in government. As more jobs were created and business investment increased, government revenues would automatically grow.

As mentioned, Baker-Herlong legislation would decrease both individual and corporate taxes gradually over a five-year period. The lowest bracket would go from 20 per cent to 15 per cent and the top rate from 91 per cent to 47 per cent. The corporate tax would go from 52 per cent to 47 per cent. (See chart).

Among other important provisions, the plan would make it easier for companies like ours to improve operations by replacing worn-out or obsolete equipment.

## The Question Box

QUESTION: "If you were President of Sheaffer Pen, what would be your first concern in running the business?"

LARRY PETERMAN, IBM—My first concern would be to provide pleasant working conditions and fair wages for the employees.



AUDREY CALVERT, Marketing — To maintain high quality standards. Sales, to me, are the goal toward which all efforts must be directed to insure the company's future and compete with rising competition.

BILLIE GREENIG, Pen Point—My first concern would be to keep the company on a sound financial basis, with enough working cash surplus to be able to meet and surpass all challenges of competitors.



EFFIE PERRY, Cafeteria — I would want it to be making a profit.



WALTER RIPENKROEGER, Platting—I think quality merchandise, which means customer satisfaction, is about the most important part of any business.



JUNE AULT, Credit — Profits are the major concern in running a business.



**W. A. SHEAFFER PEN COMPANY**

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Ft. Madison, Iowa

Return Postage Guaranteed

Frank R. Loscher  
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Ft. Madison, Iowa

Bulk Rate

U.S. POSTAGE

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PERMIT No. 12

## Notes on Retirees



When Inez Coleman retired at the end of February after 16 years of service, Bernard Groene presented her with this "replica" of a time clock on behalf of her fellow employees in the stock room, along with an appropriately humorous card. On a more serious note, Inez was also given a floor lamp by co-workers.

Retiring Finance Vice-President Ted Erdtsieck was honored at the February meeting of the Management Club. Chairman Clint Dodds presented a gold cuff link and tie pin set with decorative white dot and the attractive plaque shown here.



## Sheaffer Good Neighbors . . .

Berdena Orr, stenographer in the Marketing Division, is a member of the Business and Professional Women and serves on the group's fin-

ance committee. She has assisted with registration at the Rodeo since the big annual event was started 13 years ago.

Berdena has also been active in PTA work, and held the jobs of treasurer and historian. She has been financial secretary for the First Christian Church.

Hobbies include bowling, photography and enjoying good music.

She has a son, Bill, who is a senior this year at Fort Madison High School.



## ~ Cafeteria Specials ~

### Chop Suey

1 lb. 13 oz. pork (cut in $\frac{1}{2}$ " cubes)	2 cups onions (sliced)
2 $\frac{1}{2}$ t salad oil	5 cups celery
1 $\frac{1}{4}$ t salt	$\frac{1}{3}$ cup water
$\frac{1}{4}$ t pepper	chestnuts
$\frac{1}{4}$ garlic buds	$\frac{1}{2}$ cup cornstarch

1 tb. molasses	2 $\frac{1}{2}$ t water
$\frac{1}{4}$ cup soy sauce	$\frac{1}{4}$ cup bean
$\frac{1}{4}$ t monosodium	sprouts
glutamate (ac-	3 cups boiling
cent)	water

Mince garlic very, very fine. Cut celery in  $\frac{1}{4}$ " pieces and slice lengthwise if thick. Slice onions. Slice water chestnuts thin. Sauté pork in salad oil for 15 minutes. Add

## Service Anniversaries

### - 10 YEARS -

Margaret Dodge ..... I.B.M.  
Helen Mansheim ..... File  
Alva Rudd ..... Housekeeping

### - 15 YEARS -

Mabel Lucas ..... Skrip  
Irene Hamman ..... Pen Point  
William E. L. Bunn ..... Research  
Thomas Laughlin ..... Molding  
Gerald Hobbs ..... Drafting

### - 20 YEARS -

Estelle Johnston ..... Quality Assurance  
Fannie Gettys ..... Plastic Fab.  
Ruth Bywater ..... Pen Point  
Lawrence Hoenig ..... Skrip  
Wilbert Ort ..... Repair Parts No. 1  
Milton Danley ..... Quality Assurance  
Walter Rippenkroeger ..... Plating  
F. Leroy Plumley ..... Salesman  
Robert Sanders ..... Molding

### - 25 YEARS -

Bernard Barnes ..... Sc. Machine

### - 35 YEARS -



James St. Clair  
Repair Parts No. 2



Frank Myers  
Service

salt, pepper, garlic and celery. Cook 10 minutes, stirring often. Add onions and cook until vegetables are done. Add water chestnuts. Combine cornstarch, molasses and soy sauce. Dissolve monosodium glutamate in first item of water and add to the molasses mixture. Thicken meat and vegetables with this mixture. Add bean sprouts and cook 5 minutes longer—no more. Thin with boiling water to right consistency.

SHEAFFER'S

Review

NOVEMBER-DECEMBER 1961

DEAR SANTA,  
PLEASE BRING ME  
A NEW DRESS AND



ANNUAL CRÉDITS HNU  
RELEASE DATE  
OLIN

# SHEAFFER'S REVIEW

Vol. 14 November-December No. 7

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U. S. A., for  
W. A. Sheaffer Pen Company People  
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Industrial Editors

EDITOR - - - DICK PRIEBE

## On The Cover

This scene is dedicated to all who ever wrote a letter to Santa Claus. And those young ladies and gentlemen who, on Christmas, 1961, had the nice and wonderful part of children still under. What should I ask for? What will Santa bring? What questions ever tingled the imagination more? Or put us more effectively on our good behavior? Our cover model is eight-year-old Debra Jane Parrott, daughter of Mr. and Mrs. Verle Parrott. Mother is an employee in the IBM Department. Oh, yes, the Review has its letter to Santa. It starts out like this: "Bring the very merriest Christmas to all employees and their families."

## From the editor's notebook . . .

HOW MUCH IS \$300 BILLION?—This figure is interesting because our national debt—or the amount we and our fellow citizens are in hock—is fast approaching it. With Christmas shopping at hand, most of us would like to have \$300 extra dollars lying around, and the figure \$300 billion staggers—nay, completely flattens—the imagination.

How much is it? Well, suppose someone born on that first Christmas eve were still alive today. He'd be 1,961 years old, and would have lived 715,765 days, 17,178,360 hours, 1,030,701,600 minutes or—stick with us for one more—61,842,096,000 seconds.

Now, to the money part. Spending one dollar for every minute, our mythical 1,961-year-old would now have spent slightly over \$1 billion. To hit the amount of our national debt, he would have had to spend at the rate of \$4.80 every second, or \$288 a minute, or \$17,280 an hour.

If he were the frugal type, and had spent a paltry \$9 an hour, he would have gotten rid of an amount about equal to our yearly interest on the national debt.

As for Uncle Sam, he's now spending \$300 billion every three or four years.

\* \* \*

SERVICE PINS IN ENGLAND—Our English subsidiary this fall presented its first five-year service pins to eight employees. They are R. E. Bailey, Mrs. Mary Davis, R. J. Dempsey, S. V. Edwards, C. E. Greene, G. W. Henderson, R. S. Peters and R. J. P. Burls.

\* \* \*

TRAVEL CLUB NAMES OFFICERS—Officers of the Women's Travel Club for 1962 include Ethel Krebill, president; Irene Hamman vice-president; Mary Dean Lepp, vice-president; Gleah Starr, secretary and Mae Wells, treasurer. Next summer's trip will be to Seattle, Washington, and the World's Fair to be held there.

## Merry Christmas and a Joyous New Year

### To All Sheaffer Employees:

THIS IS, first of all, my personal Christmas greeting to each of you. It is also an introduction to periodic reports I will make to you in our employee magazine during the coming year.

In these reports, I will summarize the events and programs taking place here in Fort Madison and in other areas of the world where we have operations, and discuss legislation affecting industry and our company. It is certain that events in Washington and around the world will have far-reaching effects on industry and on each one of us and our fellow citizens in the months ahead.

We have many plans for the future. Some of them will unfold during 1962, and as they do, I will report on them and discuss them with you.

At the moment, however, I want to extend holiday wishes to you and your families. I hope the coming

season brings genuine joy to you in the best spirit of Christmas. I hope, too, that the new year is a good one for every Sheaffer family.

We have a challenge, as do people everywhere, to do all we can to make our community and our nation strong, and to put our energies and abilities on the side of freedom in the war of ideas now going on in the world.

This year can be one in which freedom suffers further defeats, and therefore one in which we all lose a bit more of that we prize so highly. Or it can be a year in which the tide begins to turn.

Sincerely,

  
W.A. Sheaffer II  
President

# Retired Employees Are Guests at Annual Get-Together



OVER 60 retired employees and their husbands and wives attended the eighth annual get-together, held this fall in the main plant. The accompanying picture was taken as the group ate lunch in the cafeteria.

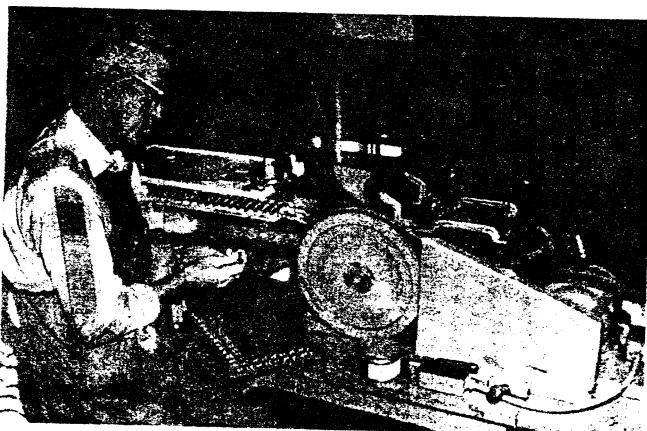
## Spotlighting Sheaffer Jobs

(ED. NOTE--A finished writing instrument is the result of hundreds of separate operations, performed by many employees. Each requires particular skills and is vital in its own special way to the quality of the final product. This is the second of a series that will describe the jobs in the production chain which, together, create quality Sheaffer writing instruments.)

Business gifts and advertising specialty items comprise an important segment of the writing instrument business. Imprinting on such merchandise is done in the Plastic Fab Department on equipment like that shown below (left). We now have over 16,000 dies on file from which messages can be contact printed on the caps or barrels of our writing instruments. The copy can include

trademarks, slogans, names, addresses, phone numbers, etc., and can be in two or three colors. After printing and drying, the merchandise is emerged in clear lacquer and withdrawn slowly to create a tough protective film over the copy. The operator is Leonard Holterhaus.

The picture at the right shows the operation in which holes for sockets are drilled in desk base material—glass, onyx or marble. The equipment is a water-cooled diamond core drill, with a speed of about 2,000 revolutions per minute. It can drill through  $\frac{3}{4}$  of an inch of base material in approximately 30 seconds. Bases are loaded into a jig equipped with equalizing jaws so no movement occurs while the drill is passing through the base. The employee is Walt Schmidt, Desk Set Department.



## Ed Lawlor Reports on Land of Contrasts . . .

### Brazil Both Prosperous, Poor; Modern, Old

**B**RASIL IS a land of great contrasts—very prosperous, very poor; very modern, very old; beautiful, ugly.

The experiences of Ed Lawlor, who recently returned to Fort Madison after a 14-month stay in Sao Paulo as plant manager of our Brazilian subsidiary, bear out this often repeated appraisal of America's large, restless neighbor to the south.

Ed points out that Sao Paulo is not a "spot scratched out of the jungle," as some might suppose, but a sprawling, modern city of 4½ million people and still growing. It is also highly industrialized, he indicates, with over 100 American companies alone having operations there. Included in this number is another U. S. pen manufacturer, the Parker Pen Co. of Janesville, Wisconsin.

"Brazil is larger than the United States, if you omit Alaska," Ed says, "and the population is about 70 million. No one is sure of the number because large parts of the country are still unexplored. If you move away from the seacoast, where Sao Paulo is located and where most of the people live, you can find primitive head hunters who practice cannibalism. Only now are roads being built inland."



Ed Lawlor (left) with Karl Dinnauer, director-president of our subsidiary in Brazil.

Brazil has been a land of the extremely rich and the extremely poor. Ed explains, but industrialization is creating a growing middle class. "This is the key to future growth," he says, "because the nation is rich in natural resources."

#### Scenery is Breathtaking

The scenery in Brazil is often breathtaking, Ed points out, and the 25-mile drive from Sao Paulo to the seacoast, involving a drop of 2,500 feet, is "one of the world's scenic wonders." But in sharp contrast to this type of beauty are the completely destitute families who come to Sao Paulo from the interior seeking a way to make a living. "Men, women and children are without shoes and in rags, raiding garbage cans for food. It is not a pleasant sight."

Unstable currency has been a major problem in Brazil, Ed points out, with soaring prices and rapid inflation. "When I arrived in Brazil the value of money was 185 cruzeiros to the dollar. When I left, it was 260 to 1. If Brazil can stabilize its money

and political situation, it has a tremendous future."

He emphasizes that the average Brazilian likes Americans and admires America. "Americans living in Sao Paulo are pretty well scattered throughout the city and have not colonized. In the apartment building in which we lived there was one English family and one Swedish family. The rest, as far as I know, were Brazilian. There are many nationalities in southern Brazil including people of German descent, German nationals, Italian and Japanese. In fact, there are a quarter of a million Japanese in Brazil."

#### Communists are Minority

The communists are a minority and there is a strongly anti-communist element, Ed says. Messages written on walls—a common practice in South America—often provided evidence of this, he explains. "One day you'd see 'Vive Cuba' written on a wall. The next day the words 'Russia No' would be there also."

Some restrictions on individuals exist in Brazil to which it's difficult for an outsider to adjust, Ed points out. "For example, everyone over 18 must carry a police identity card. I was there on a permanent visa and had to get one from the police as soon as I arrived. You go to jail automatically if you're found without the card."

"You also have to be careful about transporting items around in a car. If you've been shopping and have groceries or something in the car, you must be able to show the sales slip if you're stopped."

Entertainment in Brazil is similar to that in the United States, Ed says. Brazilians are great movie goers, and a large percentage of movies are American with Portuguese dubbed in. Half of the radio music is also American, and you can see such familiar TV shows as "Gunsmoke," "I Love Lucy" and "Have Gun, Will Travel."

#### 'Futeball' is Popular

The principal sport in Brazil is soccer, or "futeball," he points out, with perhaps even more spectator interest than Americans have in baseball and football combined. "There are huge stadiums, and the crowds really get excited. We went to one soccer match in Sao Paulo and were searched for weapons as we went in. There's a high iron fence around the field to separate players and officials from spectators and the teams come onto the field through a tunnel under the wall. I was told one field in Rio De Janeiro has a moat around it."

These days in Brazil, more and more people have money and, because of inflation, they're spending it now instead of saving it, Ed points out. This has created ready sales for almost any kind of good quality product. "Both sales and production are increasing rapidly at our plant and there doesn't seem to be an end in sight," he says. "The plant is now making three fountain pen models and five ballpoint models—similar to some we have here—and the acceptance for them is very good."

## The Economic War: A Comparison of Systems At Work Today

We DON'T have to wonder when war will begin. One is already underway. It is an economic war, between Soviet

socialism—is a system some say the United States should adopt in favor of its present economic way.

Although there may be a stalemate in the nuclear weapons race, there will be a winner and a loser in the economic war. The fate of the loser will be as certain as the destruction of the terrible bomb. The chart below compares capitalism and communism, plus two

energy of the people, natural resources and tools—and seek to solve the same problems of producing and distributing goods and services. There the great differences begin. Perhaps more than anything else, our understanding of these differences will determine the course of world events in the years ahead.

ECONOMIC FACTORS	COMMUNISM	SOCIALISM	FASCISM	COMPETITIVE CAPITALISM
<b>OWNERSHIP OF THE TOOLS OF PRODUCTION</b>	The State should own all the tools of production.	The State should own at least basic industries such as power, coal, steel, etc.	Private ownership which is solely a privilege granted by the State.	Individual ownership of property under constitutional guarantees of certain inalienable human rights.
<b>INCENTIVES</b>	Non-monetary; patriotism, security, fear of police action, public acclaim, power, and joy of public service.	Wages only according to the principle: from each according to his ability and to each according to his need.	Subscribes to it but largely eliminates it through State-fixing of prices and production quotas.	Wages and profits in direct relationship to one's ability to compete in a free market.
<b>COMPETITION</b>	Prohibits it, constructs a national plan. Can compel compliance with plan even in privately-owned industries.	Prohibits it, and enforces State planning by police action.	Prohibits it, and enforces State cooperation and State planning by police action.	Competition as an inherent right established by custom and upheld by law. Determines efficiency, technological progress, price and standard of living.
<b>LABOR</b>	Amount and kind of work ordinarily prescribed and compelled by the State.	Legal compulsion is used when non-monetary appeals fail; i.e., security, patriotism, public acclaim, power, joy of public service, etc.	Worker-management syndicates for planning production under State controls. Freedom clearly a privilege granted by the State.	Complete freedom of choice concerning place, kind, and amount of work.

## Committee Plans Bingo Party



These employees of the Plastic Fab Department planned the highly successful bingo party held this fall at the clubhouse. Sponsored by the Activities Committee, the party attracted 189 people, and \$75 in prizes were given away. Left to right (standing) are Cecilia Peterschmidt, Joy Ball, Ethel Kerr, Mildred Saddler, Art Sly, Florence Praenneke and Lowell Andrews. Seated is chairman Amos Older.

## What is Quality?

### Letter From Customer Shows What It Means

Quality means customer security. Or, to put it another way, it means winning and keeping customers in the battle with our competitors. This, in turn, means employee security, because customers provide the money for jobs.

Every employee has a hand in quality.

Every part in every product must represent the best we can do if we're really to hit the quality mark.

Service must also be the best. And salesmanship. And advertising. And the letters we write. Everything.

Here's a letter from a customer in Pennsylvania that shows, better than anything else could, what quality means.

*"Please believe me, I have no axe to grind in writing this letter. I thought perhaps you might be interested in learning what one person thinks about your products."*

*"For many years I used, almost exclusively, the products of the (name of competitor) Company. I always felt, and still do feel, their products are of excellent quality. Several years ago, however, I purchased a Sheaffer pen—an Admiral model, I believe. I was tremendously impressed with it. In the time that followed, I have purchased more of the prod-*

*ucts. Each one has been as excellent as the ones before. At the present time I possess a \$10 cartridge pen, a \$5 cartridge pen, a \$1 cartridge pen, two of your ball pens, and a "white dot" pencil. I have also bought my wife a cartridge pen and a ball pen. Now both of us have decided to "retire" all of our other writing instruments and use your product exclusively. Many of my parishioners know of my affinity for (name of competitor) pens and pencils and have asked about the change. While I was certainly not trying to "sell" them Sheaffer products, a number of them did purchase your products. I was delighted to find that they were as pleased as we with the products purchased."*

*"As was mentioned in the first paragraph, there is only one purpose in this letter. As is probably the case in any enterprise, the dissatisfied write to complain, while those who are perfectly satisfied never utter a sound. I thought that perhaps it would be a wee bit refreshing to hear from one who honestly believes that Sheaffer produces the finest writing instruments he has ever used. Please, always maintain the same excellence of quality that you now put into each and every one of your products."*

### Men's, Women's Leagues Open Bowling Season



THE 1961-62 Sheaffer bowling season got underway this fall, with eight teams competing in the men's loop and six teams in the women's league. A total of 100 employees are members of the 14 teams, with the men's schedule running until April 6th and final action in the women's league slated for February 13. Officers for the

### Letter To 'Skrip' Completes Long Trip

Envelopes are usually addressed in ink; not very often to ink. But it makes a difference, apparently, when the ink is Skrip.

Recently, with a helping hand from postal authorities in Turkey, New York City and Iowa, a letter addressed simply to "Permanent Bleue Black Sheaffer's Skrip Vriting Fluid with RC-35" avoided the dead letter file in a trip part way around the world.

Mailed in Istanbul, it reached New York when someone in the Istanbul post office added "Iowa, U. S. A." to the envelope. From New York, it was aimed in the right direction, to our offices here in Fort Madison.

It pays to be famous.



leagues (shown above, left to right) are: men—Ralph Newby, secretary-treasurer; Karl Dempsey, vice-president, and Lowell Andrews, president; women—Joanne McKeever, vice-president; Betty Chock, secretary-treasurer; Sharon Cross, sergeant-at-arms, and Agnes Menke, president.



## Pearl Britton Retires After 28 Years' Service

PEARL BRITTON retired this fall after 28 years of service.

She first joined the company in 1933 and worked in the Stockroom and Warehouse Department during her entire time as an employee.

Since retirement, she has been visiting in California.

## The Question Box

QUESTION: "What would you consider the best present for this Christmas season?"



ETHEL NOLTE,  
IBM — I think the best present for this Christmas season would be to have world peace.



HOYT IRWIN,  
Tool Room — Something useful and individual but not necessarily needed.



BECKY CULVER,  
Steno — The thoughtfulness that is shown by taking the time to choose a gift which is useful and pleasing to the receiver.



RONNIE MEIER-  
OTTA, Pen Point — If all men would remember that they are created equal. Maybe by doing this mankind could establish a lasting world peace.



JEANETTE  
BOHNE NKAMP,  
Traffic — I think just to know that we were really making progress toward world peace would be the best present.



CECIL HAMIL-  
TON, Desk Stand — The best of health for everyone, and to have all the people of the world at peace with each other.

## Dealers Tour Plant During Clinic



TWO OF the more than 60 Sheaffer dealers who visited Fort Madison last month are shown above with Service Department Manager LeRoy Super (left) as they toured the plant to observe the manufacture of our writing instruments first hand. The employees in the picture (clockwise from center) are Iris Ott, Nancy Krogmeier and Margaret Marlette.

## Pop Price Personnel Receive Award



WHEN OUR company received the 1961 "Outstanding Manufacturer" award from the Wholesale Stationers' Association at the organization's recent annual meeting, these representatives of the Popular Price Division were on hand to receive a plaque from M. H. Chute (left), chairman of the WSA executive committee. Left to right are Mike Keith, marketing director; Dick Wagner, western regional sales manager; Ken Jungbluth, north-central regional sales manager; Charley West, southern regional sales manager, and Pete Karle, advertising and merchandising manager.

**W. A. SHEAFFER PEN COMPANY**

301 Avenue H  
Ft. Madison, Iowa  
Return Postage Guaranteed

**M. Nadine Cochran**  
1323 Ave. D  
Ft. Madison, Iowa

25

Bulk Rate  
U.S. POSTAGE  
**P A I D**  
Ft. Madison, Iowa  
PERMIT No. 12

**News Notes . . .****Ballpoint Promotion; Christmas Activities**

A promotion aimed at increasing post holiday volume and helping to acquaint consumers and dealers with the advantages of higher profit quality ballpoint pens will be launched next month by the Popular Price Division.

The promotion features a \$2.28 retail value for 98 cents. Included at this special price are the \$1.49 ballpoint pen and an extra 79-cent refill, both bubble packed on an attractive card for easy display and customer convenience. The purchaser may also obtain a new, 16-page illustrated handwriting improvement booklet by filling in a perforated section of the card and sending it in along with 10 cents to cover handling costs. It is an expanded version of earlier editions written by our handwriting consultants, Wesley Scott, Matthew Jasner and Leon Rubin of the Philadelphia Board of Education, and was prepared by them in collaboration with writer-illustrator Don Herold.

\* \* \*

Members of the Women's Travel Club are in charge of planning this year's Christmas party at the Lee County Home, which will be held December 10. The committee is headed by Pres. Ethel Krebill, Irene Hamman and

Gleah Starr. As in the past, funds from the Community Chest will be used to provide food and gifts for residents. Each year, Sheaffer employees distribute these items and provide Christmas entertainment. This year's program is not decided at this writing.

\* \* \*

The company-wide dance and smorgasbord, scheduled for December 9, was planned by employees of the Marketing Division, with Jac Colvin as chairman. The Activities Committee and Management Club are joint sponsors.

\* \* \*

**WHERE THE MONEY GOES**—If you're earning \$66.70 a week, how would you like to work the last week in every month for \$13.63?

Or if your weekly take is \$84, how would you like the last week to bring in \$16.75?

Or if it's \$125, how about a final week's total of \$31.38?

Well, that's typical of what would happen if, on behalf of Uncle Sam, withholding taxes were all taken out of one week's income each month. That's the kind of toll we're paying, in smaller doses as we go along.

**Sheaffer Good Neighbors . . .**

Ted Cross, Credit Department, is serving this year as executive direc-

tor of the Junior Achievement program. He has been in the program for five years, as a company advisor and member of the JA staff.

Ted is also a member of the Student Center Association board, and has played clarinet in the municipal band for five years.

He has been an employee for five years. Pastimes include playing ping pong and watching college and pro football games on television.

Ted and Mrs. Cross (Marilyn) have four children, including 4½-year-old twin boys.

**Service Anniversaries****— 5 YEARS —**

Vivian Hudson ..... Metal Fab  
Maxine Lefler ..... Tool  
Ross Losey ..... Safety & Security  
Whilla Wells ..... Production Control

**— 15 YEARS —**

Koyne Ahlstrand ..... General Management  
Aurelia Atkinson .... Data Processing  
Dorothy Hale ..... Skrip  
Geraldine Haugh ..... I.B.M.  
(Data Processing)  
Richard Jacks ..... Maintenance  
Henry Kirchner ... Safety & Security  
J. Hillis McCoy ..... Pen Point  
Dennis Morrison ..... Molding  
Loretta Schulte ..... Ballpoint  
Geneva Simmons ..... Plastic Fab  
Geraldine Wagner ..... Payroll

**— 20 YEARS —**

Harold Orr ..... Safety & Security

**— 25 YEARS —**

Bettie Dickey ..... Purchasing  
James Perry ..... Maintenance

**— 35 YEARS —**

Harry Spencer  
Pen Point

**Social Security Tax Up**

Social Security taxes paid jointly by employees and the company go up  $\frac{1}{8}$  of a per cent January 1 -- from 3 per cent of the first \$4,800 of earnings to  $3\frac{1}{8}$  per cent. The boost is required to finance benefits approved by Congress this year.

Further tax increases are scheduled for 1963, 1966 and 1969--up to  $4\frac{5}{8}$  per cent. These will pay for benefits provided by past changes in the law. By 1968, the maximum tax will be \$444 a year, \$222 from each employee earning \$4,800 or more and an equal amount from the company -- provided no additional increases become necessary in the meantime.